

Case study 15

Chapter 35: Innovation (HL only)

Chapter 37: Project management (HL only)

Louis Pharmaceuticals plc (LPP)

LPP is a multinational pharmaceutical company specialising in anti-cancer drugs. Ama Ngwe, head of their R&D department, was in charge of scheduling new products from inception to final production and distribution. Scientists had made proposals for research into development of a new lung cancer drug, provisionally called Oncopul. Ama had to set deadlines for all personnel concerned in order to coordinate the project. She drew up the following planning schedule, and had been asked by senior management to give an estimated date by which the drug could finally be launched into the market.

Job category	Timing (months)	Preceded by
I: Initial research	18	
R: Registration of patent	9	I
A: Animal testing	12	I
C: Clinical testing	18	A
P: Licence pre-applications	6	A
L: Licence applications	9	R, C, P
M: Marketing mix planning	6	A
X: Package design	2	M
D: Promotion campaign	6	X, L
T: Trial release programme	3	L, X
F: Full release programme	3	T, D

HL questions: 25 marks, 45 minutes

- 1 Draw the critical path network for Oncopul, with EST and LFT clearly shown on each node and the critical path clearly labelled. (10)
- 2 Which activity may be delayed most without delaying the total project duration? (6)
- 3 Explain **two** disadvantages of investment in research and development for a company like LPP. (4)
- 4 LPP plan to patent Oncopul. Explain **two** advantages of this to LLP. (5)